



LionInc.com and NAMB Form a Strategic Alliance

New Alliance Provides a Proactive Online Tool for Mortgage Brokers to Effectively Communicate with Their Congressional Delegations

Contact:

Tim Bader
PR Manager
LionInc.com
800/546-6463 Ext. 246
tbader@lioninc.com

David Charnock
IR Manager
LION Inc.
888/541-5466
dcharnock@lioncorp.net

Immediate Release:

June 26, 2000

Channing Nuss
NAMB
703/610-0273
cnuss@namb.org

SEATTLE and McLean, VA – LionInc.com, a wholly owned subsidiary of LION Inc. (OTC BB: LINC), and the National Association of Mortgage Brokers (NAMB) today announced the formation of a strategic alliance. This agreement exposes NAMB's Legislative Corner and Congressional Call to Action to LionInc.com's large broker audience.

The new alliance enables LION member brokers to access NAMB's online legislative tools and features through LionInc.com's web site (www.lioninc.com). These features include the Message from the President, Capitol Comment, Word from Washington and Membership Information. The new legislative section also includes additional listings of state regulatory agencies and state government sites.

"We are very excited about this strategic alliance," said Sam Ringer, CTO and co-founder of LionInc.com. "LION is a strong supporter of NAMB and its efforts to address important issues facing the mortgage industry. This new alliance will provide our participating brokers with a medium to communication with their representatives on various industry initiatives."

In addition to the legislative aspect to the agreement, LionInc.com and NAMB will work together on a co-marketing effort. Both organizations will exchange banner ads and develop marketing materials that explain the mutual commitments and benefits of the alliance. One of the key benefits of the partnership is the discount NAMB members will receive on LionInc.com's bundled online products and services. The complete discounted package of online products and services will feature LION's subscription service, Free Mortgage Dot Com and a listing in Mortgage101.com.

(MORE)

“....,” said Michael Hindman, President of NAMB. “.....”

About LionInc.com

LionInc.com is a pioneer provider of online business-to-business products and services since 1995. It has emerged as the premier provider of cutting-edge Internet products for the over \$1 trillion mortgage industry. LionInc.com brings together borrowers, real estate companies, mortgage brokers, mortgage lenders and financial institutions in order to facilitate home loans in an easy, efficient and quick manner.

LionInc.com’s headquarters are located at 2201 Lind Ave. SW, Renton, WA 98055. Telephone: 800-546-6463. Fax: 425-902-4141. For more information, visit the company web sites at www.lioninc.com and www.lionchoice.com. For more information on LION, Inc. (formerly Plenum Communications) visit www.lioncorp.net.

About NAMB

The National Association of Mortgage Brokers (NAMB) is the voice of the mortgage broker industry with over 12,000 members and 39 state affiliates across the country. NAMB provides education, certification, and governmental affairs representation for the mortgage broker industry, which originates more than half of all residential loans in the U.S. NAMB’s headquarters is at 8101 Greensboro Drive, Suite 300, McLean, VA 22102. For more information, visit the association's web site at www.namb.org.

###

Actual results will vary because of factors such as: mortgage market trends, interest rate changes, housing/consumer trends effecting home purchases, internet competition, risks of system interruption, management of potential growth, risks of new business areas, new internet technology, joint-marketing and sales agreements, strategic alliances and other issues discussed in the company's Form 10-KSB and 10-QSB reports which are on file with the Securities and Exchange Commission.